



Daddy's Little Sweetheart Ball

2019 SPONSORSHIP OPPORTUNITIES

Event Date: Saturday, March 2, 2019
NEW Event Location: Mirage Banquet Hall



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GENERAL INFORMATION

OUR ORGANIZATION

The Rainbow Society of Alberta – Giving the gift of hope by granting wishes for children in Alberta diagnosed with a severe chronic or life-threatening medical illness.



“... Someone close to us recently said, “Take care of each other.” It immediately made me think that those words have been brought to life through The Rainbow Society and their Sponsors. We had such a wonderful experience in Disneyland and watching Clark’s expressions as he saw so many amazing and thrilling adventures was a real joy! To see him laugh and play, to see the joy on his face, to actually live out a dream, made my heart swell. I thank you from the bottom of my heart for granting this very special boy his amazing dream, and for the magic and memories this has created.”

– Clark, a charming, friendly little guy was diagnosed at birth with Cutis Marmorata Telangiectatica Congenita and Polymicrogyria. We're happy to say that Clark's wish for a trip to Disneyland came true in July 2016!

EVENT INFORMATION

The first event of its kind in Edmonton, Daddy’s Little Sweetheart Ball has become one of Edmonton’s most anticipated events of the year and consistently sells out. This year, we aim to raise \$54,000 before event costs of \$21,000.

Dads will spend a magical evening with their little sweetheart(s), dressed up in their finest, and treated to an unforgettable night! The Enchanted Woodland themed evening includes a father/daughter DJ dance, dinner buffet, face painting, sweet treats, creation station, photo booths, balloon art, special Princess guests, and many more surprises!

| Details | |
|------------|--|
| Date | March 2, 2019 |
| Tickets | \$185 per “Couple”; \$50 per Additional Child; Table of 8 for \$720 (4 Couples) – Table of 10 for \$900 (5 Couples) |
| Location | Mirage Banquet Hall, Edmonton, Alberta |
| Attendance | 500 Guests; 25 Event Volunteers |



GENERAL INFORMATION

PRESENTING – \$10,000 [ONE (1) AVAILABLE]

Exclusive designation as Presenting Sponsor for this event – i.e. Daddy's Little Sweetheart Ball 2019, presented by "your company name or logo". Includes TWO (2) tables of 10 with VIP seating.

PLATINUM – \$5,000 SOLD AL-TERRA ENGINEERING & BLACKTOP PAVING

Exclusive designation as Platinum Sponsors on all event related communications. Each Platinum Sponsor receives a Table of 10 with VIP seating.

GOLD - \$3,500

Exclusive designation as a Gold Sponsor on all event related communications. This sponsorship level may, upon discussion, include a designated event activity or enhancement, such as:

Sweet Treats – Videographer- Princess Raffle Grand Prize – Daughter Gifts - Other

SILVER - \$2,500

Designation as Silver Sponsor on all event related communications. May include financial contribution or equivalent in value added to the event with services/products provided, such as:

Photo Booth - Corsages – Dads Den – Other

BRONZE - \$1,500

Designation as Bronze Sponsor on all event related communications. May include financial contribution or services provided to the event with a value of \$1,500. such as:

Volunteer Sponsor – Photographer – Creation Station – Décor - Other

MEDIA SPONSOR – NEWCAP MEDIA K-97

Media package and benefits will be customized based on consultation with media sponsor.

CORPORATE TABLE - \$1,000 OR \$1,100

Exclusive signage on designated table with corporate name and logo and a table of 8 or table of 10.

WISH SUPPORTER - \$150 TO \$750

Designation as a Wish Supporter on select event related communications. Includes financial contribution or equivalent in value added to the event with services/products provided.

GIFT IN KIND DONATION

Donations of an item or offer for the Princess Raffle will be recognized on signage and may qualify for a tax receipt.



BENEFITS OF SPONSORSHIP

| Benefit | Presenting \$10,000 | Platinum \$5,000 | Gold \$3,500 | Silver \$2,500 | Bronze \$1,500 | Corporate Table \$1,000 or \$1,100 |
|--|------------------------|---------------------|-----------------|-------------------|-------------------|---------------------------------------|
| Exclusive designation as Presenting Sponsor | ✓ | | | | | |
| Logo placement on primary event banner | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Complimentary tickets | 2 Tables of 10 | 1 Table of 10 | 1 Table of 8 | 3 Couples | 2 Couples | Table of 8 or Table of 10 |
| Corporate signage at event (provided by sponsor) | ✓ | ✓ | | | | |
| Mention in opening remarks | ✓ | ✓ | | | | |
| Logo on all pre & post event advertising | ✓ | ✓ | ✓ | | | |
| Prominent recognition in official media release | ✓ | ✓ | | | | |
| Mention in official media release | | | ✓ | ✓ | | |
| VIP Reserved table designation | ✓ | ✓ | ✓ | | | |
| Reserved seating | | | | | | ✓ |
| Logo placement in official event program | ✓ | ✓ | ✓ | ✓ | | |
| Company name listing in official event program | | | | | ✓ | ✓ |
| Option to provide volunteers | ✓ | ✓ | ✓ | | | |
| Logo placement on signage at designated table | ✓ | ✓ | | | | ✓ |
| Social Media Recognition (Facebook/Twitter/Instagram/E mail) | ✓ | ✓ | ✓ | ✓ | | |
| Logo or name placement & direct link on event webpage | ✓ | ✓ | ✓ | ✓ | ✓ | |

If you have other ideas that will make our event even better and help grant more wishes, we'd be happy to discuss the possibilities with you.



2019 SPONSORSHIP RESPONSE FORM

Yes, we are interested in sponsoring the **Daddy's Little Sweetheart Ball** at the following level:

- | | | | |
|---|----------|--|---------------|
| <input type="checkbox"/> Presenting Sponsor | \$10,000 | <input type="checkbox"/> Corporate Table Sponsor | \$1,000 |
| <input type="checkbox"/> Platinum Sponsor | SOLD | <input type="checkbox"/> Corporate Table Sponsor | \$1,100 |
| <input type="checkbox"/> Gold Sponsor | \$3,500 | <input type="checkbox"/> Wish Supporter | \$150 - \$750 |
| <input type="checkbox"/> Silver Sponsor | \$2,500 | <input type="checkbox"/> Media Sponsor | SOLD |
| <input type="checkbox"/> Bronze Sponsor | \$1,500 | <input type="checkbox"/> Gift In Kind Donation: | |

-
- Purchase Tickets
- ____ x \$185 each Dad/Daughter Couple
 - ____ x \$50 each Additional Daughter
 - ____ x \$720 Table of 8 (4 Dad/Daughter Couples)
 - ____ x \$900 Table of 10 (5 Dad/Daughter Couples)

Please Note: As per Canada Revenue Agency, sponsorship contributions include advantages and benefits for the sponsor which does not allow for a tax receipt to be issued for the contribution. Please refer to the attached "CRA Tax Receiving Guidelines" for information on receipting gift in kind donations.

To confirm your sponsorship, please complete the following and return by **email** to hollyp@rainbowsociety.ab.ca.

Company/Organization: _____

Authorized By (Name): _____

Title: _____

Billing Address: _____

City/Prov.: _____

PC: _____

Phone: _____

Fax: _____

Email: _____

Signature: _____

Date: _____

Cheques can be made payable to "The Rainbow Society of Alberta" and mailed to:
The Rainbow Society of Alberta, #7-12122 68 Street NW Avenue, Edmonton, AB, T5B 1R1

To pay by credit card, contact **Holly Pshyk**, Fund Development Manager at:

P: 780-469-3306 **Email:** hollyp@rainbowsociety.ab.ca



CRA TAX RECEIPTING GUIDELINES

Canada Revenue Agency (CRA) allows registered charities such as **The Rainbow Society of Alberta** to issue tax receipts under the following guidelines. We adhere to these guidelines to protect our donors as well as the children in our wish granting program. An official tax deduction receipt will be issued if:

1. Property - usually cash or a gift - is transferred by a donor to The Rainbow Society of Alberta;
2. The transfer is voluntary; and
3. The transfer is made without expectation of return. No benefit of any kind may be provided to the donor or to anyone designated by the donor, except where the benefit is of nominal value.
4. A gift is a transfer of property, not of services. No donation tax credit is available for the performance of services rendered without remuneration or compensation. A professional who wants to receive a donation receipt for time and professional skill donated to a charity must first bill the charity for the services performed and then donate the amount he or she is paid back to the charity. This process shows that a true donation has been made and provides an audit trail for both parties. We are happy to facilitate this transaction.

To receive a tax receipt, you must provide your *full name and complete mailing address*.

In order to save on donated dollars, we issue charitable tax receipts by email, therefore an email address is required.

Gift Certificates and Gift Cards

If a company wants to donate a Gift Certificate or Gift Card, the following steps should be followed:

1. The Rainbow Society will purchase a gift certificate/card for an agreed-upon amount,
2. The company will make an equal cash or cheque donation to The Rainbow Society,
3. The Rainbow Society will issue a tax receipt to the company for the cash donation.
CRA Rationale: If the gift certificate/card is not ever redeemed, then the business has received a tax benefit for no cost to them. This process creates a simple paper trail and shows the donor's intent.

**Note:* An individual (not the issuing business) who donates a gift certificate/card to a charity is entitled to a tax receipt for the fair market value of the certificate/card.

Donating an Item (also known as a Gift-in-Kind)

If an individual or company wants to donate an item, the following steps should be followed:

1. The company donates an item and provides an official company invoice showing the "fair market value" of the item (GST is not included). **Hand-written invoices cannot be accepted.**
2. The invoice must clearly state "Donation" on it, with a total balance of \$0.00 left owing.
3. The Rainbow Society will issue a tax receipt for the fair market value.

Auction Items

Buying an item at an auction does not entitle you to a tax receipt, as you have received a tangible item in exchange for your money. However, you are eligible to receive a tax receipt for the difference of what you paid versus the fair market value of the item. *Example:* If you purchased a painting for \$1000 and the reported fair market value of the painting is \$500, you are eligible for a tax receipt for the difference of \$500. For an official donation receipt to be issued, the fair market value of the property the bidder receives cannot exceed 80% of the purchase price.

Sponsorship and Advertising

This kind of gift normally takes place at events such as a golf tournament, and is not eligible for a tax receipt. If a company pays for sponsorship and is receiving advertising at the event, only a non-tax deductible **Business Receipt** may be issued. *Rationale:* CRA deems that advertising the company's name is an advantage that has value.

For more information regarding the conduct of charities or the federal government guidelines regarding tax receipts, please visit www.cra-arc.gc.ca/tax/charities. If you have any questions please contact: **Craig Hawkins, Executive Director**, at 780-469-3306 or via email at craigh@rainbowsociety.ab.ca.

